

ABSTRACT OF THE DISCLOSURE

In a system and a method for incorporating ad information into e-mails while they are being exchanged, whether area information b is contained in an e-mail M transmitted from a terminal T1 or not is detected. When the area information b is contained, position information indicating the display range of the area information is retrieved. Based on the position information, ad information positioned in the display range of the area information is retrieved. Then ad data c contained in the retrieved ad information is inserted into the e-mail M.